

A Quarterly Newsletter Of



The City of Durham

(919) 560-4381

(919) 560-4185

Summer 2001



Disposal ban on some recyclables

Have you seen a bright orange or pink tag on your trash cart? If so, it's because the trash collectors saw glass bottles or jars, aluminum cans, steel cans, newspaper, or corrugated cardboard in your garbage. Since January 2000, the City of Durham has been issuing warnings to residents who put these recyclables into the trash. By local ordinance, these items are banned from garbage disposal and must be recycled. All of these items are collected in curbside recycling bins and at local drop-off recycling sites.

The ban was instituted to improve Durham's recycling rate and thereby decrease disposal costs. Each day, trucks collecting trash in Durham make a 180-mile round trip to Lawrenceville, Va. to dispose of it. Not

only is this trip costly, partly because the trucks make the 90-mile return trip empty, but it also leads to higher emissions of air pollutants.

The collection crews are not tearing open bags of garbage. Rather, if banned recyclables are clearly visible, they leave a warning sticker reminding residents not to place glass bottles and jars, aluminum cans, steel cans, newspaper, and corrugated cardboard in their garbage. If warnings and consultations go unheeded, residents can be fined



\$15 per violation.

To date, enforcement of the ban has resulted in consistent improvement in curbside, apartment cluster collection and drop-off center recycling participation. Residential recycling has increased by 24 percent since enforcement began. Residential participation grew from 60 percent before enforcement to about 80 percent today.

If you do not have a curbside recycling bin, you can get one for free by calling Tidewater Fibre Corporation at 957-8803. If you have questions about recycling or the disposal ban, please call Gabi Kaiser or Alison Fiori at 560-4185. Staff is also available to attend your school, neighborhood, club or civic group meeting to discuss the ban, how to recycle properly, and general waste reduction issues.

Todas las botellas o frascos de vidrio, latas de aluminio, latas de acero, periódicos o cartones corrugados deben de ser separados del resto de la basura y ser preparados para el reciclaje. Al no hacerlo, usted recibirá una etiqueta anaranjada o rosada brillante en su bote de basura para llamar esta situación a su atención. La multa por no cumplir con este requisito es \$15.00. Si necesita un bote de reciclaje, llame al 957-8803. Si desea mayor información, llame a Alison Fiori al 560-4185.

Recycle at the curb



In addition to the materials banned from garbage disposal, we accept a number of other items for recycling at the curb. Capture all of these recyclables in your home, and put them in your bin!

Place these items at the **BOTTOM** of your bin (rinsed and flattened):

- Aseptic juice/soy milk boxes,
- Milk and juice cartons,
- Aluminum pie tins,
- Aluminum cans,
- Plastic bottles, numbers 1, 2, 5 & 7,
- Glass bottles and jars,
- Clean aluminum foil,
- Plastic six-pack rings, and
- Steel cans.

Place these items at the **TOP** of your bin:

- White and colored 8 1/2-by-11 inch office paper,
- Newspaper,
- Flattened corrugated cardboard (broken down into 3-by-3 foot sections), and
- Glossy magazines and catalogs.

Remember—no lids and no paper or plastic bags in your recycling bin!

Los siguientes artículos deben ser reciclados. Por favor colóquelos a lo más abajo del bote de reciclaje: Cajitas de jugo o leche, cartones de jugo o leche, recipientes desechables de aluminio, latas de aluminio, botellas plásticas marcadas con los números #1, #2, #5 y #7, botellas y frascos de vidrio, papel de aluminio limpio, círculos plásticos de paquetes de seis unidades, latas de acero. Después puedes poner papel blanco o de color de tamaño carta, periódicos, cartones corrugados y revistas encima de estos artículos. Por favor No incluya bolsas o tapas plásticas. Gracias.

Waste reduction leaders presented DIVERT awards

In 2001, the City of Durham honored eight local businesses and institutions with the new waste reduction award, aptly named DIVERT (Durham's Innovative Ventures Encouraging the Reduction of Trash). The DIVERT program recognizes area businesses, schools, institutions and non-profit organizations that are sending less waste to area landfills. The 2001 DIVERT Award recipients are as follows:

Best Small Business: Building Supply Recycling Center

Best Non-Profit: The Shodor Education Foundation

Best Large Business (tie): BlueCross BlueShield of North Carolina and IBM Corp., RTP

Best K-12 School: Montessori Children's House of Durham

Best College or University: Duke Recycles

Best Government or Institution: U.S. Environmental Protection Agency

An honorary award went to *The Independent Weekly* newspaper for promoting the City's "Use Less Stuff" waste reduction campaign throughout 2000-2001.



DIVERT award recipients were evaluated using the following criteria: total amount of trash diverted from area landfills through waste reduction or reuse efforts; positive impact on the local environment; level of employee participation; and innovation and creativity in the program being implemented.

Winners in each category were awarded a commemorative plaque, made from recycled glass, by Mayor Nick Tennyson at the Durham Earth Day Festival on April 28, 2001. The recipients also received recognition from the Durham Chamber of Commerce and

Durham Convention and Visitors Bureau, in addition to spotlights in local publications including *The Herald-Sun* and *The News and Observer*.

Call 560-4185 or visit the City's web site for details about the program.



Montessori Children's House of Durham was recognized as DIVERT's best K-12 school.

El programa DIVERT (Medidas Innovadoras para Alentar La Reducción de Basura en Durham) ha entregado reconocimientos a las empresas citadas arriba por su liderazgo en la reducción de desperdicios. Los reconocimientos fueron entregados personalmente por el alcalde de Durham, Nick Tennyson durante el Festival del Día de la Tierra el pasado 28 de abril.

Visit Durham's RECYCLOPEDIA!

To learn about recycling anything in Durham, visit
www.ci.durham.nc.us/departments/solid/recycle-index.asp.

"One Person's Trash..." is a part of the Department of Solid Waste Management's educational campaign to promote waste reduction and recycling programs.

It all "ads" up



Most Americans experience between 1,500 and 3,000 advertisements each day. That adds up to about a full hour of ad exposure. The average American child sees between 20,000 and 40,000 commercial messages each year. Advertising is all around us. On the way to work, we see billboards and signs. In movies, we see characters using brand-name items with the labels and logos clearly visible. In every crowd of people, we see corporate or designer logos on clothes, shoes and more. On TV and radio, we see and hear promotions for all sorts of products and services. The more we use media—magazines, television, radio and the Internet—the more ads we see and hear. And this advertising is working. A recent study by researcher Juliet Schor found that on average Americans spend an extra \$208 a year for each additional hour of television they watch each week. In other words, it costs you about \$4 a week to add another hour-long drama to your TV viewing schedule.

Advertising serves many functions in our society. It provides us with product information. In some cases, it educates us about how products are used. Certainly, it helps link potential buyers with willing sellers.

However, product information isn't all that advertising is peddling. In the effort to get us to buy, advertising also presents a portrait of inadequacy and insufficiency. Ads feed a dissatisfaction with our lives as they are—and feed a desire for life as it might be. Advertising makes us think, "If I only had THAT, then I'd feel better, be better, seem better."

But we've all bought things and been disappointed that they didn't accomplish these things. Admit it—more than once you've bought something and found that it wasn't nearly as great as it looked in the ad. You were probably disappointed and maybe even angry. Chances are you've wished you'd saved your money.

Advertising sends powerful messages our way. While we can't avoid all advertisements, we can limit some of their

subconscious effects. Here are some things to think about and do:

- Ask yourself if you already have a lot of previously advertised products that didn't work, are already broken, aren't used or weren't needed.
- Evaluate whether you really need what the advertisement is selling.
- Decide how you would use, store and dispose of the new item being marketed to you.
- Determine how you would reuse, recycle or dispose of what this item would replace.
- Assess the durability of the product. Ask yourself how long you would really use the product.
- Limit your exposure to media when possible.
- Talk to your children, grandchildren or students about the intended effects of advertising.
- Help the children in your life avoid some advertising content. You might plan other activities with them that limit their television or Internet time.

newsyoucanuse



Dressing for success

Dress for Success is a non-profit organization founded to provide low-income women with suitable business attire, allowing them to seek and attain employment. Often these women cannot afford to buy business clothes without a job—and cannot get a job without appropriate business clothes.

In the Dress for Success program, each eligible woman can receive one business suit for job interviews and a second when she lands a job. Women are referred to a Dress for Success Sister program by other non-profit organizations, such as domestic violence and homeless shelters and job training programs.

All of the suits are in good condition, ready to wear and donated by business women. The organization has seen a large increase in donations as more organizations have adopted full- or part-time casual dress policies.

Since 1996, Dress for Success has suited up more than 60,000 women in 60 cities.

For more information about the international effort or for information about finding or starting a Sister program, visit the web site, www.dressforsuccess.org.

Secondhand-made

Do you remember homemade clothes and crafts?

Now, you can create secondhand-made items for home, work and play. A company, 2ndHandMade, shows how to take common household fabric items, such as place mats, shirts, towels or ties, and turn them into new home decor, gifts, home and office organizers, clothing, accessories, and toys.

Each sewing guide includes a supply list, instructions, extra design ideas and fabric reuse tips. The guides are printed on 100-percent recycled-content paper.

For details about 2ndHandMade sewing guides, visit www.2ndhandmade.com.

Turn trash into treasure

Whether you're looking for something

to keep the kids busy or just interested in a great project for yourself,

visit the library or bookstore. There are many great books about making arts and crafts from natural or reusable materials. These found objects can make great art. To get started, look for some of these books.

Leisure Arts has published a series of books entitled *Trash to Treasure*. Each of these books has several projects that show how to reuse old objects and turn them into decorative items, furnishings and clothes.

If you're looking for projects with children, you might try *I Can Make a Rainbow* by Marjorie Frank. This down-to-earth guide offers hundreds of hands-on projects, most of which require reusable items or craft supplies that you'll already have at home.

A guide for kids that focuses on natural objects is *Nature Crafts* by Lyndsay Milne. This is just one of many great books on nature-based crafts.

Remember to look for used books at garage sales, bazaars and used bookstores!



Photo courtesy of 2ndHandMade



Hold the phone

Whether it's the soccer field, the mall or the grocery store, you've probably heard half of several conversations lately—thanks to the proliferation of cell phones. Everywhere you go, you see them. Most of the cell phones you see are durable and have a rechargeable battery.

However, several companies are developing "phone-card-phones." These phones would be about the thickness of three credit cards and have a non-rechargeable battery. At present, these phones are being billed as disposable.

There's a parallel between these new phone-card-phones and single-use cameras. Initially, single-use cameras were also marketed as disposable. However, consumer outcry led the camera's makers to develop a system for return and recycling. As a result, as many as 74 percent of single-use cameras are being reused and recycled each year.

Consumers can have a voice in the development and marketing of this product, too. As you begin to see phone-card-phones, let distributors and manufacturers know that you aren't interested in new disposable products. Encourage them to create a reuse and recycling system, too.

Don't leap

When you buy new products, you probably evaluate how you'll use them, how they compare to similar products and much more. But do you think much about how they were made or where they came from? These are just two of the questions that you should ask in thinking about how the purchase of a new-to-you item impacts the environment.

Look before you leap. Ask yourself these questions:

- What materials were used to make the product? Were any of the materials reused or recycled? Are the materials derived from renewable or non-renewable resources? As an alternative, could a remanufactured or used product be purchased?
- What chemicals were used to make the product? Is there a less hazardous alternative?
- How much energy is used in the manufacturing process? Is there a less energy-intensive alternative—such as a recycled-content product?
- Where was the product made? Does it have to be shipped a long distance? Is there an alternative product that is manufactured closer to home?
- How is the product packaged? Is the packaging returnable, reusable or recyclable?
- Is the product durable? Is it designed and built for a long life?
- Will parts be available in the future to repair the product? Can it be upgraded or expanded to accommodate future needs?
- How is the product supposed to be maintained? Are the items needed to maintain the product hazardous?

- If environmental claims are being made about the product, can they be verified?
- How will the product be disposed of at the end of its life? Will it require special handling?
- Has the product been made to accommodate disassembly and recycling? Is there a competing product that would be easier to reuse, recycle or dispose?

Evaluating products in this way is sometimes referred to as Environmentally Preferable Purchasing (EPP). For more information about EPP, visit the web site, www.epa.gov/opptintr/epp/.

before you look



The less-paper office

According to U.S. Environmental Protection Agency figures, more than 52 pounds of office paper are generated each year for every man, woman and child in this country. About 25 percent of this is created in homes, with the remainder generated by businesses. Office paper includes letterhead, computer and copy paper.

As of 1999, about 43 percent of office paper was recovered for recycling. Most of this paper goes to mills that make tissue papers, new printing and writing papers, or paperboard packaging, such as cereal and gift boxes.

New office paper ranges from zero to 100-percent recycled content, with the average at about 10 percent. Competitively priced, recycled-content paper is available for most general uses, especially for printers and copiers. Increased demand for recycled-content paper and paper products improves markets for used office paper.

In the report *Paper Cuts: Recovering the Paper Landscape*, authors Janet N. Abramovitz and Ashley T. Mattoon estimate that the average office worker churns out about 12,000 sheets of paper per year. As their report shows, this number can be lower—saving businesses money, reducing their use of natural resources and limiting disposal needs. They cite Bank of America, which reduced its paper consumption by 25 percent in two years with a combination of online reports and forms, e-mail, double-sided copying, and a switch to lighter-weight papers. In addition, Bank of America has been able to recycle 61 percent of its paper, saving half a million dollars a year in waste hauling fees.

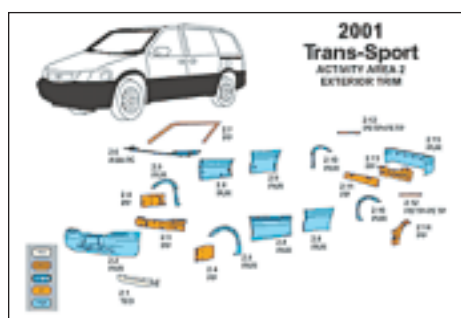
You can save paper in your home office or at your workplace. Here are some easy-to-implement ideas:

- Post or circulate memos or announcements instead of making multiple copies.
- Use double-sided copying.
- On the Internet, select and print the "printer-friendly version" of web site documents whenever possible.
- Use the lightest weight paper possible for each job. Don't use heavy paper, such as 24- or 28-pound, for internal documents or drafts.
- Take advantage of online purchasing and payment systems.
- E-mail instead of printing, faxing or mailing documents.
- Save e-mails in a computer folder rather than printing them out and saving them in a paper file.
- Print drafts on the back of used paper.
- Use scrap paper as note paper.
- Reuse folders by re-labeling them.
- Buy recycled-content paper.
- Use shipping vendors that use recycled-content paper and packaging.
- Buy products that you can recycle.

If you need help or advice, call our office.

The LATEST & GREATEST

Recycle that car!



General Motors is posting end-of-life vehicle (ELV) manuals on its web site. According to GM officials, ELV manuals provide auto dismantlers with information on which parts can be easily recycled, hopefully leading to more of the parts getting recycled. At present, about 75 percent of a car is considered recyclable by dismantlers, with most of that being metals. Many plastic parts are also recyclable—as the ELV manuals make clear.

Information about GM's efforts toward increased recycling are posted on the web site, www.gmability.com. ELV manuals are available by clicking on "Environment," then "Products," and then "Product Life Cycle & Recycling."

Dotcom failures leading to reuse

As more and more Internet startups have become "dot-bombs," one upshot

has been an increase in the resale of their assets, such as furnishings and equipment. Whether the startups are closing up shop or just tightening their belts, companies devoted to reselling used and recycled goods, including computers and other hardware, have seen an increase in business. One such company is the new Website Recycling Company, located at www.webreco.com. Existing auction sites, such as www.bid4assets.com and www.ebay.com, also have a great deal of excess furniture, equipment and even businesses listed for sale.

Engineers give solid waste a C+; hazardous waste doesn't fare as well

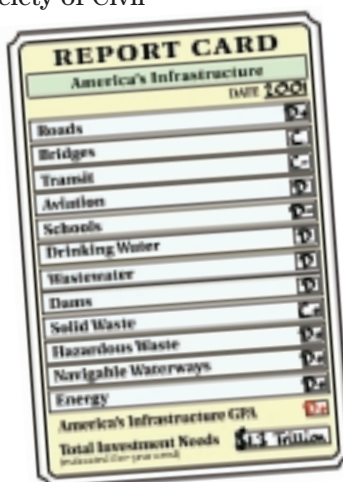
The American Society of Civil Engineers publishes an annual report card on the nation's infrastructure. The 2001 report card gave the nation's overall infrastructure a D+. The infrastructure report looked at roads, bridges, transit, aviation, schools, drinking water,

wastewater, dams, solid waste, hazardous waste, navigable waterways and energy.

Solid waste received the highest grade of any of the infrastructures—a C+. This grade, meaning the engineers considered the infrastructure "fair," recognized that growth in recycling and waste reduction had led to lower demand on final disposal facilities, such as landfills. With regard to solid waste, the society recommended: "The problem of over-consumption should be addressed, with the goal of reducing the production and consumption of unnecessary goods, packaging and throwaways. Toxic materials used in products and packaging and produced as byproducts in production processes should be minimized."

Hazardous waste did not fare as well in the report. The hazardous waste infrastructure received a D+. In giving this grade, the society noted that effective regulation and enforcement have slowed the new contamination of sites. However, they also observed that "the rate of Superfund cleanup has quickened—though not enough to keep pace with the number of [additional] sites listed."

To see the full report card, visit www.asce.org/reportcard on the Internet.



Durham businesses, we need you!

Residents have increased recycling rates by 24%

Are you following their lead?

It's becoming more and more difficult to dispose of waste in every community, and ours is no different. When landfill space is in demand, trash disposal prices will rise. The City favors promoting waste reduction, then recycling, to decrease the amount of waste that must be landfilled. We are here to help you produce less waste, which is the preferred way to save money, and then to help you recycle the rest. Remember that recycling is the law in Durham!

The 3 Steps to Commercial Recycling

1. Protect yourself.

Make sure that your residents, customers and/or employees have access to a recycling center on-site.

2. Educate.

Make sure that every resident and/or employee is properly notified of the recycling ordinance, where the recycling center has been placed, and how to prepare the materials for recycling. (Employee orientation and staff meetings are good times to notify staff. Signs in office lobbies, above check-in desks, on waste containers and/or in rooms are good ways to notify residents and customers).

3. Stay informed.

Join the City's "Waste Update" e-mail list server to learn about current opportunities, events, awards

and program updates. And, ask for assistance. We are here to help you manage your waste more effectively. To receive periodic program updates, e-mail jrbrown@ci.durham.nc.us with the word "subscribe" in the subject box.

For complete waste reduction information, visit www.ci.durham.nc.us/departments/solid, or call 560-4185.

Todos los residentes y negocios en Durham están obligados a reciclar la basura. Para enterarse de cómo cumplir con su responsabilidad, llame al 560-4185 o inscribese con jrbrown@ci.durham.nc.us para mantenerse informado.

Mixed Paper? collections

Tidewater Fibre Corp. (TFC) now has a drop-off for mixed paper at their plant at 1017 South Hoover Road. There are carts near the entrance of the facility marked "Mixed Paper Only." You may bring mixed paper to this location 24 hours a day, but it is recommended that you use TFC's regular business hours, Monday through Friday, 8 a.m. to 4:30 p.m. Call 957-8803 for directions.

The Department of Solid Waste Management and TFC will also collect mixed paper from 10 a.m. to 2 p.m. on the following Saturdays:

Sept. 8, Heritage Square Shopping Center, Fayetteville Street & Lakewood Avenue, near 147;
Oct. 27, South Square Mall, off University Drive;
Nov. 24, The Village Shopping Center, beside the Post Office on Miami

Boulevard, near 98; and
Jan. 5, 2002, Wal-Mart at Oxford Commons, 3500 N. Roxboro Road.

What is mixed paper?

- ▼ Phone books
- ▼ White paperboard (white boxes that held dry food or goods)
- ▼ Brown paperboard (cereal boxes, paper towel rolls, etc.)
- ▼ White and colored paper
- ▼ Booklets (soft cover)
- ▼ Magazines (no perfumes)
- ▼ Manila (non-padded) envelopes
- ▼ Folders

These items are NOT acceptable: envelopes with plastic windows, wax- or plastic-coated paper, adhesives or food contamination, spiral binders, plastics, or metals.

La compañía Tidewater Fibre Corp. está aceptando diferentes clases de papel para reciclaje (guía telefónica, cajas de cartón blanco, artículos de cartones como cajas de cereal, y rollos de toalla de papel, papel blanco o de color, revistas, manuales, sobres sencillos de Manila y fóldeo). La Tidewater Fibre Corp. está ubicada en 1017 South Hoover Road. Para mayor información, llame al 957-8803.

Beautiful weather attracted thousands of people to the historic Durham Athletic Park in downtown Durham to celebrate the Earth on April 28. Kids enjoyed digging for fossils, making fun costumes and hats out of scrap with *The Scrap Exchange*, learning about water conservation, and making paper and bottled sand art. Adults learned about numerous organizations, such as The Sierra Club, The Eno River Association, Triangle Transit Authority, and Habitat for Humanity, and were able to see the new technology of hybrid cars. The food and music were also great! The day ended with a spectacular interactive puppet parade with Paperhand Puppet Intervention and an African Drumming Finale with River Rhythms.



El día 28 de abril de 2001 se celebró exitosamente el Festival del Día de la Tierra. Los niños y adultos tuvieron la oportunidad de divertirse y aprender temas sobre la conservación del agua y otros temas interesantes.

Spring Clean & Swaps

Spring Clean & Swaps in the City of Durham were held on March 24 and April 7, 21 and 28. Residents were able to swap reusable home and office furnishings and appliances. Over the four Saturdays, 967 cars delivered 178 tons of material to the Swap area to be swapped back out to the community for reuse rather than being landfilled! Thanks to all who participated and volunteered to make these events a success. Also, thanks to our partner, Triangle Residential Options for Substance Abusers (TROSA).

Gracias a todos los individuos y voluntarios que participaron en el reciente evento de "Spring Clean y Swaps" (la limpieza de la primavera). Durante los cuatro sábados que duró este evento, 967 carros entregaron 178 toneladas de materiales. ¡Bien Hecho!

We want your suggestions, questions and comments!

We are also available to speak to clubs or organizations about solid waste, waste reduction, recycling and composting.

The City of Durham Department of Solid Waste Management Waste Reduction Program

1833 Camden Avenue
Durham, NC 27704
919-560-4185

jrbrown@ci.durham.nc.us
gkaiser@ci.durham.nc.us
afiori@ci.durham.nc.us

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PRINTED ON RECYCLED PAPER
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CONTENT, USING SOY INKS

Serving you

The Department of Solid Waste Management sells a number of items to help with your waste reduction efforts. Additional 18-gallon blue recycling bins are \$6.20, and "Recycle Cycles," which can be used to roll your bin to the curb on your collection day, are \$12.95. We also sell home composters for \$49.50. The 100-percent recycled plastic containers hold 13 cubic feet of material and come with a book about composting. These items may be purchased at the new Solid Waste Operations Facility at 1833 Camden Avenue, Monday through Friday, 8 a.m. to 4:30 p.m. Only checks made payable to the City of Durham are accepted. You will be greeted by a member of our customer service team (seen at right).



From left to right, Khamis Turpin, Deshanda Price, Nicole Minor, Katrena Neal and Anita Gary.

La empresa Solid Waste Operations está ubicada en Camden Avenue y tiene artículos a la venta para ayudarle a reducir su basura (botes para colocar desechos para convertirlos en abono, botes de reciclaje, portabote con ruedas, etc.) Servicio al cliente son disponibles de lunes a viernes de 8:00 am a 4:30 pm.